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| MSU-logo-2001 | REPORT  **From the office of the…**  Food Collective Centre Director |
| TO: | Members of the Executive Board |
| FROM: | Morghen Jael |
| SUBJECT: | FCC Report 2 |
| DATE: | July 22, 2021 |

# Year Plan Update

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| I amended my year plan slightly and re-submitted it to the VP Admin on July 16; we have determined that the FCC will be able to access Bridges café somewhat despite its closure to the public until January 2022. This means that we will be able to proceed with Lockers of Love in a hybrid format: some electronic gift cards available to folks unable to come to campus, and some “in-person” and concrete (though still anonymous!) food support too. The AD and I have decided that we will prioritize the electronic gift cards, since we predict that it will be a slightly more popular choice of financial/food relief. We have been working with VP Admin and VP Finance to re-initiate the Lockers of Love program! |

# Events, Projects, & Activities

## General Service Usage

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| The FCC food bank space remains closed to the public, but we have been engaging with students on a case-by-case basis to provide food and financial support, or to refer them to other community services and food banks. I have also been referring folks in need to the McMaster Meal Exchange Student Ambassador, who has access to some funds for supporting food insecure students this summer. The AD and I are working together to develop a system for the coming semester; Lockers of Love will be promoted and prioritized as the primary way to access the food bank, since Bridges café (and therefore the FCC space) will be closed to the public. We are considering putting together a plan for “curbside pickup” and “curbside donation” of food bank items too – it would work similarly to Lockers of Love, with just an Exec member collecting the items requested from the food bank space and packaging them for the partner, but it would be non-anonymous.  The FCC has been receiving good engagement on Instagram, despite not being very active (we are still in the process of transitioning in our Promotions Coordinator).  Finally, I have been engaging with the campus community in my role as co-Community Project Champion for the “Advocating for a Community Fridge at McMaster” working group in SUSTAIN 2SS3, the summer course that is currently underway. I have been working with students to develop a plan and begin the process of reaching out to McMaster and broader-community stakeholders; the FCC will act as a non-monetary supporter of the project going forward into its “Implementation” stage with SUSTAIN 3SS3 in the Fall. |

## Projects & Events

### Project 1: Hiring Executive

Project Status: Ongoing

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| General Information: |
| We are still waiting for a few Exec members to return their signed volunteer contracts, but we have hired a full team (including this year’s addition of an extra Social & Political Advocacy Coordinator to spearhead the McMaster Okanagan Committee-funded *Cultivating Change* web-series project). I have been communicating one-on-one with Exec members to investigate their availability this summer to potentially begin planning and meeting with me or the AD before September 1 (their original start date); for those that are interested, I have been amending and returning their volunteer contracts for them to sign. |

### Project 2: Re-launching Lockers of Love

Project Status: Upcoming

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| The AD and I have been working with the VP Admin, VP Finance, Pauline Taggart, and the former AD to build a plan for re-starting Lockers of Love in a hybrid format. We recently visited the FCC food bank space to check inventory and ensure that we are not offering any expired food items. We decided to offer the options of a) an anonymous drop-off of food items on campus and b) an electronic gift card to a series of grocery stores. We have currently decided to divide our 1000$ budget for FCC “Reserve” half-and-half towards these two options, but we will re-evaluate based on what we observe in the first few months of demand.  At this point, we are working on amending the Lockers of Love order form to reflect this hybrid service and to get the amended form active on the FCC website. We will be in touch with the MSU Underground to create a social media campaign to let folks know that Lockers of Love is active again. |

### Project 3: FCC involvement in SUSTAIN 2SS3

Project Status: Ongoing

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| See “General Service Usage” for context about this project. I am helping to advise a group of students about how to advocate for a community fridge on campus; I am sharing resources about food insecurity on campus and working with them to ensure that their planned community fridge complements (rather than conflicts with) the FCC’s current and future planned operations. I am meeting once a week with the group of four students and the other Community Project Champion (a representative from the SWC). As a group, we are meeting with community and McMaster partners, such as Hospitality Services and Facilities Services, to discuss the possibilities for a community fridge on campus. |

# Outreach & Promotions

## Summary

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| Our Promotions Coordinator is not available to begin putting in hours with the FCC until mid-August, so our social media presence will have limited activity until then. However, we are looking for a time with Michael Wooder to book Communications training with myself, the AD, and the Promotions Coordinator (hopefully before mid-August!); once we are equipped with this training, our promotions will hopefully pick up!  In the coming weeks, we will develop promotional materials for the Lockers of Love re-launch and for our year-long advocacy and educational project, *Cultivating Change.* Once we develop the CC graphics, we will share them with the McMaster Okanagan Committee (the body who is funding the project) so they can help promote us too.  Please note that I still have not received a copy of the social media engagement tracker that would allow these report tables to update automatically; I will reconnect with the VP Admin about this for the next report! We were also more active on social media last month because we were hiring execs at that time. |

## Promotional Materials

No new promotional materials were created or shared this month.

## Social Media Engagement

### Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **781** | **802** | **811** | #DIV/0! | #DIV/0! |
| **Impressions** |  | **2022** | **411** | #DIV/0! | #DIV/0! |
| **Profile Visits** |  | **178** | **71** | #DIV/0! | #DIV/0! |
| **Website Visits** |  | **24** | **6** | #DIV/0! | #DIV/0! |
| **Reach** |  | **551** | **73** | #DIV/0! | #DIV/0! |

### Twitter (Previous Month)

Table : Twitter Engagement Insights

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Followers** | **663** | **658** | **658** | #DIV/0! | #DIV/0! |
| **Mentions** |  | **1** | **0** | #DIV/0! | #DIV/0! |
| **Likes** |  | **0 (but 3 retweets)** | **0** | #DIV/0! | #DIV/0! |
| **Impressions** |  | **1400** | **34** | #DIV/0! | #DIV/0! |
| **Engagement** |  | **16** | **9** | #DIV/0! | #DIV/0! |

### Facebook (Last 28 Days)

Table : Facebook Engagement Insights

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| --- | --- | --- | --- | --- | --- |
| **Insights** | **Start Values** | **Last Report Values** | **Current Values** | **Report Change (%)** | **Total Change (%)** |
| **Likes** | **1495** | **1497** | **1496** | #DIV/0! | #DIV/0! |
| **Reach** |  | **509** | **112** | #DIV/0! | #DIV/0! |
| **Views** |  | **40** | **41** | #DIV/0! | #DIV/0! |
| **Engagement** |  | **14** | **0** | #DIV/0! | #DIV/0! |
| **Followers** |  |  | **N/A** | #DIV/0! | #DIV/0! |

# Finances

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| We have formally received our funding from the McMaster Okanagan Committee (Special Project Funding) for the *Cultivating Change* web-series ($4240 in total), which is exciting! It now appears in the “Sponsorship/Donation Revenue” section of my budget tracker.  I submitted my budget plan to VP Finance on July 6, but have yet to receive any feedback. |

## Budget Summary

Table : Budget Tracker

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| --- | --- | --- | --- | --- |
| **Account Code** | **Item** | **Cost** | **Description** | **Date of Purchase** |
| 5003-0318 | FCC - OFFICE SUPPLIES | $ 100 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ 0 - |  |  |
|  | Remaining in Line | $ 100 - |  |  |
|  |  |  |  |  |
| 6102-0318 | FCC - ANNUAL CAMPAIGNS | $ 2300 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ 0 - |  |  |
|  | Remaining in Line | $ 2300 - |  |  |
|  |  |  |  |  |
| 6494-0318 | FCC - VOLUNTEER RECOGNITION | $ 750 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ 0 - |  |  |
|  | Remaining in Line | $ 750 - |  |  |
|  |  |  |  |  |
| 6501-0318 | FCC - ADVERTISING & PROMOTIONS | $ 2300 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ 0 - |  |  |
|  | Remaining in Line | $ 2300 - |  |  |
|  |  |  |  |  |
| 6603-0318 | FCC - RESERVE | $ 1000 - |  |  |
|  |  |  |  |  |
|  | Total Spent in Line | $ 0 - |  |  |
|  | Remaining in Line | $ 1000 - |  |  |
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# Executives and Volunteers

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| We have hired the rest of our Exec team, and morale seems to be high! Most execs I have consulted are eager to begin planning and working with me before their original start date of September 1, so I have been happy to amend their volunteer contracts accordingly.  I am bonding with the AD, Ester, as well! It was great for us to meet (COVID-safely) in-person when we checked in with the FCC food bank space last week. We have a great, open line of communication. |

# Successes

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| Working with the students in the SUSTAIN 2SS3 community fridge advocacy group has been so fulfilling and valuable. We have received positive feedback from Chris Roberts at Hospitality Services (including the suggestion that he will look into finding an old industrial fridge to donate to the project, which would be amazing!), and we are making connections with local community fridges, both in Hamilton and elsewhere in Canada, to learn from them about the ins and outs of establishing and operating a community-sustained outdoor fridge. I think it’s so important for the FCC to be participating in food support initiatives like this on campus. 😊 |

# Challenges

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| It has recently been challenging to think about planning for the year without clear data or feedback about which types of FCC programs are most needed (particularly in an uncertain hybrid environment where some students are eager to return to campus for programming, while others are feeling hesitant or are living far away from campus). There are a lot of unknowns about whether the in-person or virtual Lockers of Love option will be more popular, so we are planning to be flexible and adjust our budget plan according to the demand that we see. |

# Miscellaneous

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| N/A. |